



Module 11 and 12 Communications Training Handout To Be Handed out on Day 10 (evening)

We will need you to distribute this to the participants so that they know to prepare a 5 minute presentation about their work or an ocean issue.

Instructions to Participants to Prepare Short Presentation

Dear Participant to the NOAA Marine Protected Areas Manager Training,

Our final session of the training workshop will be a fun and interactive training session to improve your communications skills. To prepare for this session, we ask you to come with a presentation about your ocean work or one of the subjects listed below. The presentation should be 5 minutes long. You can bring slides, power point, overhead transparencies, or just your soothing voice. Everyone will receive feedback from the trainers.

Keep in mind that your audience is a Vietnamese journalist or government official who probably does not know a lot about the marine environment. Imagine you are talking about your work to your cousin. Keep it clear and straightforward and think about why the listener should care. We call this the "So What?" These journalists and government officials cover all issues and you have to make it easy to understand and show them why your work is more important to all their other work.

Please choose one of following topics for your presentation. Please avoid a talk that describes all the projects that your organization is conducting. Journalists want to hear stories about people and issues. It is rare that they can write a story about the programs in a specific organization. Your goal is to have them think "that person was really knowledgeable and has connections to good stories. I will call them to get more information."

Topics for 5 minute practice presentation

- overview of Vietnamese ocean resources
- what is a coral reef or mangrove forest? (believe me, many journalists won't know)
 - corals are animals
 - coral reefs and mangroves are homes for all reef animals
 - value to communities
 - economic value
- marine protected areas
- coastal fishing



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- tuna and offshore fishing
- important species (turtles, dolphins, whales, sharks)
- new laws to protect the ocean (or lack of laws and people breaking the law)
- land/sea connection
 - pollution from the land
 - industrial sources
 - input from the communities
 - ways to reduce impacts

Thank you. We look forward to hearing your presentation and having a fun, productive communications training module.

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